

**Amendments to the Claims:**

The listing of claims will replace all prior versions, and listings of claims in the application.

Please amend/cancel/add the claims as follows:

**Listing of Claims:**

The listing of claims will replace all prior versions, and listings of claims in the application.

Please amend/cancel/add the claims as follows:

1. (Currently Amended) In a label holder to be fitted into a C-channel wherein the C-channel includes an upper lip defining a downwardly-opening upper pocket and a spaced lower lip defining an upwardly-opening lower pocket, and the label holder includes a labeling panel having upper edge portions adapted to be engaged in the upper pocket of a C-channel, and lower edge portions, a front face adapted to support an information-containing label, and a rear face, and a rearwardly-extending mounting leg having one end portion secured to the rear face of the labeling panel intermediate the upper and lower edge portions of the labeling panel, and a second end portion including a terminal tip adapted to be engaged in the lower pocket of the C-channel, the improvement which comprises said mounting leg including a resilient arcuate portion one end of which is secured to said rear face of said labeling panel, said arcuate portion of said mounting leg initially extending upwardly in a direction toward said upper edge portion of said labeling panel and rearwardly away from said rear face of said labeling panel and then extending arcuately downwardly and angled inwardly in a direction toward said rear face of said labeling panel with said tip thereof terminating in spaced relation to said rear face of said labeling panel to thereby provide spring-like adjustability to the

effective length of said mounting leg to accommodate C-channels with different spacings between their upper and lower pockets wherein the spacing between said terminal tip and said rear face of said labeling panel is less than the distance said arcuate portion extends rearwardly from said rear face of said labeling panel, and wherein the distance between the upper edge portion of said labeling panel and said terminal tip is greater than the distance between the upper and lower pockets of the C-channel, whereby the effective length between the upper edge portion of said labeling panel and said terminal tip will adjust in a direction substantially aligned with the rear face of the labeling panel to accommodate different distances between the upper and lower pockets of the C-channel, such adjustability enabled by movement of the terminal tip, and arcing of the arcuate portion, in upward and downward directions substantially aligned with the plane of the rear face to enable a force being exerted between the mounting leg and the C-channel in a direction aligned with the plane of the rear face so as to provide secure gripping within the C-channel.

2. (Cancelled)

3. (Original) The improvement of claim 1 wherein said label holder further includes a transparent cover member having a front face, a rear face and lower edge portions, said lower edge portions of said cover member being resiliently secured to said lower edge portions of said labeling panel to define a label-receiving pocket between said front face of said labeling panel and said rear face of said cover member.

4. (Original) The improvement of claim 3 further including sign-receiving means carried by said front face of said cover member.

5. (Original) The improvement of claim 4 wherein said sign-receiving means comprises an upper lip on said front face of said cover member defining a downwardly-opening pocket adapted to receive one part of a sign holder and a spaced lower lip on said front face of said cover member defining an upwardly-opening pocket adapted to resiliently receive a spaced second part of the sign holder.

6. (Currently Amended) In combination, a C-channel comprising an upper lip defining a downwardly-opening upper pocket and a spaced lower lip defining an upwardly-opening lower pocket, and a label holder comprising a labeling panel having upper edge portions engaged in said upper pocket of said C-channel, and lower edge portions, a front face adapted to support an information-containing label, and a rear face, and a rearwardly-extending mounting leg having one end portion secured to the rear face of said labeling panel intermediate said upper and lower edge portions of said labeling panel, and a second end portion including a terminal tip engaged in said lower pocket of said C-channel, said mounting leg including a resilient arcuate portion one end of which is secured to said rear face of said labeling panel, said arcuate portion of said mounting leg initially extending upwardly in a direction toward said upper edge portions of said labeling panel and rearwardly away from said rear face of said labeling panel and then extending arcuately downwardly

and angled inwardly in a direction toward said rear face of said labeling panel with said tip thereof terminating in spaced relation to said rear face of said labeling panel to thereby provide adjustability to the effective length of said mounting leg to accommodate C-channels with different spacings between their upper and lower pockets wherein the spacing between said terminal tip and said rear face of said labeling panel is less than the distance said arcuate portion extends rearwardly from said rear face of said labeling panel, and wherein the distance between the upper edge portion of said labeling panel and said terminal tip is greater than the distance between the upper and lower pockets of the C-channel, whereby the effective length between the upper edge portion of said labeling panel and said terminal tip will adjust in a direction substantially aligned with the rear face of the labeling panel to accommodate different distances between the upper and lower pockets of the C-channel, such adjustability enabled by movement of the terminal tip, and arcing of the arcuate portion, in upward and downward directions substantially aligned with the plane of the rear face and to enable a force being exerted between the mounting leg and the C-channel in a direction aligned with the plane of the rear face so as to provide secure gripping within the C-channel and wherein said labeling panel substantially parallels a line extending between said upper lip and lower lip of said C-channel.

7. (Original) The combination of claim 6 wherein said C-channel is formed on the front edge of a merchandise shelf.

8. (Original) The combination of claim 7 wherein the shelf is a Lozier shelf.

9. (Original) The combination of claim 7 wherein the shelf is a Madix shelf.
10. (Original) The combination of claim 7 wherein the shelf is a Streater shelf.
11. (Cancelled)
12. (Original) The combination of claim 6 wherein said label holder further includes a transparent cover member having a front face, a rear face and lower edge portions, said lower edge portions of said cover member being resiliently secured to said lower edge portions of said labeling panel to define a label-receiving pocket between said front face of said labeling panel and said rear face of said cover member.
13. (Original) The combination of claim 12 further including sign-receiving means carried by said front face of said cover member.
14. (Original) The combination of claim 13 wherein said sign-receiving means comprises an upper lip on said front face of said cover member defining a downwardly-opening pocket adapted to receive one part of a sign holder and a spaced lower lip on said front face of said cover member defining an upwardly-opening pocket adapted to resiliently receive a spaced second part of the sign holder.

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15. (Cancelled)

16. (Cancelled)